

News Release

Evans-Dailey Joins the U of M Crookston as the Director of Admissions

By Tom Baldwin, Elizabeth Tollefson on Thursday, April 12, 2007



Amber Evans-Dailey

CROOKSTON, Minn. (April 11, 2007) – Leadership in recruitment and retention efforts at the University of Minnesota, Crookston (UMC) was strengthened with the recent hiring of Amber Evans-Dailey as the new director of admissions. Evans-Dailey will be responsible for all strategic student recruitment planning, outreach activity and the development and execution of an integrated annual marketing plan for UMC to increase its visibility and prominence. She will begin her duties on April 23, 2007.

Vice Chancellor for Academic and Student Affairs Thomas Baldwin says that the hiring of Evans-Dailey will enhance the efforts in recruitment and retention of students as well as provide direction for the future.

“Amber Evans-Dailey will provide leadership in admissions and across the campus as we work to strengthen our recruitment, retention and graduation efforts and help us reach our goals,” Baldwin said. “Our campus has an opportunity to enhance recruitment efforts regionally and across the world with her hiring. Her experience, energy and knowledge of admissions make her an outstanding addition to the campus.”

Most recently, Evans-Dailey worked as assistant director of admissions at Winona State University (WSU) where she began her career as an admissions counselor in 1999. She served on the WSU Marketing Committee, Orientation Committee and is an active member of both the southwest and southeast divisions of the Minnesota School Counselors Association. Since 2002, Evans-Dailey has served as a Franklin Covey Certified Instructor at WSU, teaching leadership skills to students and interested staff.

As director of admissions, Evans-Dailey will supervise the admissions team; address technology needs; establish departmental goals and institutional objectives for quality and customer service; develop and implement, in collaboration with faculty, administration and staff, the recruitment and marketing strategies along with activities to achieve the University’s student enrollment and multicultural goals.

Evans-Dailey plans to complete her doctorate in higher education and policy analysis at the University of Minnesota, Twin Cities in December 2007. She holds a master’s in educational leadership from Winona State University, in Winona, Minn., and her bachelor’s in public administration from the University of Wisconsin in LaCrosse.

The University of Minnesota, Crookston (UMC) delivers more than 25 applied-science undergraduate degree programs and 50 concentrations, including online degrees, in agriculture; arts, humanities and social sciences; business; math, science and technology; and natural resources. UMC is dedicated to helping students and the region aim higher, reach further and dream bigger dreams. To learn more, visit www.UMCrookston.edu.

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